

MOBILE MARKETING

Rules-course



Code: MM

Course Overview:

Mobile is the most widely used media channel globally, with over one billion mobile devices sold each year; so let's learn more about the mobile marketing and how to get the optimum usage of this channel in conducting fully marketing plan.

What you will Learn by the end of this Course:

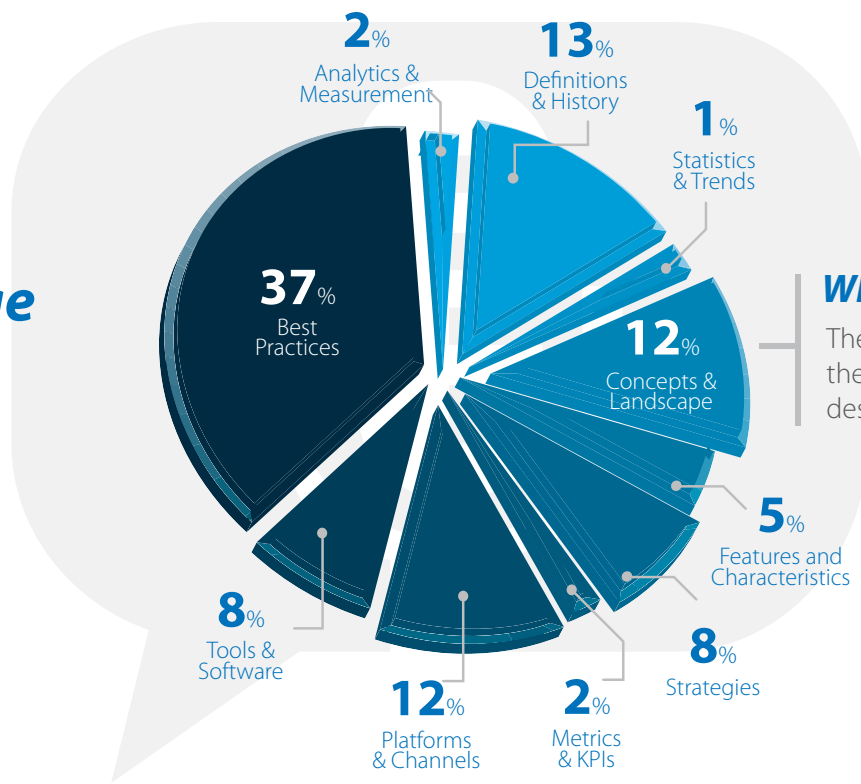
1. How to identify the app marketing success.
2. How to develop your own mobile strategy.
3. How to generate analytics from mobile tracking software.
4. The relation between mobile, social media and e-mail marketing.
5. How to connect between mobile marketing and consumer behavior.
6. How to setup SMS campaign and plan a mobile marketing campaign.
7. How to put KPIs for your marketing in communicating with the clients.
8. The best way of using mobile marketing in communicating with the clients.
9. How to connect the mobile marketing with targeting, real-time performance and interactive engagement.

Who Should Attend?

- Communication teams
- Marketing managers
- PR Team
- Marketing specialists
- Business owners

12 Total Course
HOURS
3 DAYS 4:00 hrs each)

Knowledge Structure



What can you expect?

The Knowledge Structure of the courses content has been designed as the shown figure.

Course content:

1. Introduction to the mobile ecosystem

- The game changer
- International & local trends
- Understanding the handsets
- Understanding the ecosystem
- Interacting with a mobile device

2. Mobile applications & websites

- Designing & building your mobile site
- Designing & building your application
- When to build a website & when an app
- How to choose a web developer (Site & App)

3. Mobile content marketing

- Understanding the mobile consumer
- Mobile-first content strategy
- Mobile & social Media
- Best practices for mobile content

4. Mobile advertising & search

- Moments of truth
- Mobile ads

5. Mobile measurements & analytics


- Key performance indicators
- M-commerce
- Calculating ROI

6. Proximity & location based marketing

- Understanding available tools
- QR Code - AR Code
- SMS
- WiFi, Bluetooth & NFC marketing
- Incentives & loyalty programs

7. Mobile marketing best practices

For more information you can contact:

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